## **CLAIMS**

## What is claimed is:

- 1 1. A method performed by a server for directing a subsequent update of a store, the method
- 2 comprising:
- a step for parsing a provided template according to a markup language, the template
- 4 including a start tag comprising an attribute value, parsing being performed to determine a value
- 5 name from the attribute value;
- a step for preparing a key comprising the value name;
- 7 a step for preparing a request comprising a portion of the template after substituting the
- 8 key for at least the attribute value; and
- 9 a step for providing the request to a client of the server.
- 1 2. The method of claim 1 further for updating the store, the method further comprising:
- a step for parsing a message received from the client, the message comprising the key and
- 3 an update value; and
- a step for updating the store in accordance with the update value at a record accessed in
- 5 accordance with the key.
- 1 3. The method of claim 2 wherein the markup language is consistent with XML.
- 4. The method of claim 3 wherein the key comprises first indicia identifying a group of records
- 2 of the store, second indicia identifying a subgroup of the group, and third indicia identifying a
- 3 record of the subgroup.
- 1 5. The method of claim 4 wherein:
- the record comprises a first field, a second field, and a third field, wherein the first field
- 3 comprises a first value, the second field comprises a second value; and the third field comprises a
- 4 third value; and
- 5 the key comprises the first value, the second value, and the third value.

- 1 6. The method of claim 4 wherein the key comprises a result of concatenation of the first
- 2 indicia, the second indicia, and the third indicia.
- 1 7. The method of claim 6 wherein the message further comprises a parameter name and a
- 2 parameter value, the parameter name comprising the key.
- 1 8. The method of claim 7 wherein:
- the store comprises a plurality of value names and a corresponding plurality of named values;
- 4 the value name is a member of the plurality of value names; and
- the step for updating further comprises a step for assigning the update value as the named value corresponding to the value name.
- 1 9. The method of claim 8 wherein:
- 2 the step for parsing to determine a value name comprises a step for parsing the attribute
- 3 value according to the markup language to determine a second start tag and a second attribute
- 4 value; and
- 5 the value name is determined in accordance with the second attribute value.
- 1 10. The method of claim 9 wherein the step for parsing to determine a value name comprises:
- a step for parsing the attribute value according to the markup language to determine a second start tag; and
- 4 a step for parsing the second start tag to determine a second attribute value, a third
- 5 attribute value, and a fourth attribute value; wherein the value name is determined in accordance
- 6 with the second attribute value, the third attribute value, and the fourth attribute value.
- 1 11. A computer readable medium comprising indicia of the method of claim 10.
- 1 12. A server comprising:

- 2 means for parsing a template according to a markup language, the markup language 3 having a start tag comprising an attribute value, parsing being performed to determine a value name from the attribute value; 4 5 means for preparing a key comprising the value name; 6 means for preparing a request comprising a portion of the template after substituting the 7 key for at least the attribute value; 8 means for providing the request to a client of the server. 13. The server of claim 12 further comprising: 1 2 means for storing a record; 3 means for receiving a message comprising a key and an update value; and 4 means for updating the record accessed in accordance with the key. 1 14. The server of claim 13 wherein the markup language is consistent with XML. 1 15. The server of claim 14 wherein the key comprises first indicia identifying a group of records of the means for storing, second indicia identifying a subgroup of the group, and third indicia 2 3 identifying one record of the subgroup. 1 16. The server of claim 15 wherein: 2 the record comprises a first field, a second field, and a third field, wherein the first field 3 comprises a first value, the second field comprises a second value; and the third field comprises a 4 third value; and
- 1 17. The server of claim 16 wherein the key comprises a result of concatenation of the first

the key comprises the first value, the second value, and the third value.

2 indicia, the second indicia, and the third indicia.

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- 1 18. The server of claim 17 wherein the message further comprises a parameter name and a
- 2 parameter value, the parameter name comprising the key.

1	13. The server of Claim 16 wherein.
2	the means for storing comprises a plurality of value names and a corresponding plurality
3	of named values;
4	the value name is a member of the plurality of value names; and
5	the means for updating further comprises means for assigning the update value as the
6	named value corresponding to the value name.
1	20. The server of claim 19 wherein:
2	the means for parsing to determine a value name comprises means for parsing the
3	attribute value according to a markup language to determine a second start tag and a second
4	attribute value; and
5	the value name is determined in accordance with the second attribute value.
1	21. The server of claim 20 wherein the means for parsing to determine a value name comprises:
2	means for parsing the attribute value according to a markup language to determine a
3	second start tag; and
4	means for parsing the second start tag to determine a second attribute value, a third
5	attribute value, and a fourth attribute value; wherein the value name is determined in accordance
6	with the second attribute value, the third attribute value, and the fourth attribute value.
1	22. A method for updating a record of a store, the method comprising:
2	a step for composing a page to be sent via a network, the page comprising
3	(1) a start tag comprising an attribute value, the attribute value comprising a value
4	name; and
5	(2) at least one named value recalled from the record of the store;
6	a step for decomposing a message received via the network, the message comprising
7	indicia of the value name and a replacement value; and
8	a step for updating the named value of the record in accordance with the replacement
9	value, wherein updating comprises a step for accessing the record in accordance with the indicia
10	of the value name.